

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Attorney Docket No.: 15037US02

PATENT

In the Application of:)	
)	
Jeyhan Karaoguz, et al.)	<u>Electronically Filed On October 2, 2008</u>
)	
Serial No.: 10/675,436)	
)	
Filed: September 30, 2003)	
)	
For: MEDIA PROCESSING SYSTEM)	
COMMUNICATING ACTIVITY)	
INFORMATION TO SUPPORT USER)	
AND USER BASE PROFILING AND)	
CONSUMPTION FEEDBACK)	
)	
Examiner: Mendoza Jr., Jorge)	
)	
Group Art Unit: 2623)	
)	
Confirmation No.: 5627)	

RESPONSE UNDER 37 C.F.R. § 1.111

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

This paper responds to the Office Action mailed July 18, 2008, in the above-identified application. The Applicants respectfully request reconsideration of the claim rejections in view of the following remarks.